

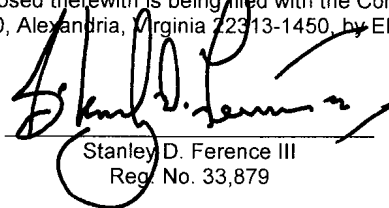
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Kannan Srinivasan  
Serial No.: 09/804,735 Examiner: Janvier, Jean D.  
Filed: March 13, 2001 Art Unit: 3688  
For: METHOD AND APPARATUS FOR DETERMINING THE  
EFFECTIVENESS OF INTERNET ADVERTISING

November 13, 2009

**INTERVIEW SUMMARY**

I hereby certify that this correspondence and any documents referred to as enclosed therewith is being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on November 13, 2009.



Stanley D. Ference III  
Reg. No. 33,879

November 13, 2009  
Date of Signature

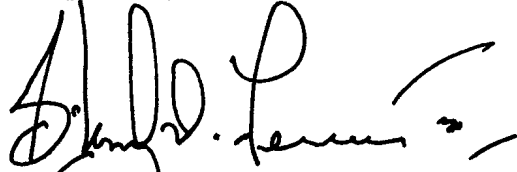
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Applicants' representative Andrew M. Gabriel spoke with the Examiner on November 12, 2009, and authorized the Examiner to enter an Examiner's Amendment. The Examiner's Amendment is to cancel Claim 20 and start the new sequence with Claim 21, as recommended by the Examiner in the Notice of Non-Compliant or Non-Responsive Amendment (dated October 13, 2009). Accordingly, it was agreed the Examiner's Amendment would be considered fully responsive and timely and Applicant

need not make any written submission in response to the Notice of Non-Compliant or Non-Responsive Amendment.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Stanley D. Ference III", written over a horizontal line.

Stanley D. Ference III  
Registration No. 33,879

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